

Message Text

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ORIGIN EB-07

INFO OCT-01 EUR-12 EA-09 ISO-00 COME-00 AGR-10 AGRE-00

USIA-15 /054 R

DRAFTED BY EB/OCA/CD:REDAY:JMN
APPROVED BY EB/OCA/CD:WERAU
USDOC/BEWT/TDAD:RSTECHSCHULTE
USDOC/BEWT:RFROTHINGHAM
DESIRED DISTRIBUTION
AGRICULTURE, COMMERCE

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R 180252Z SEP 76
FM SECSTATE WASHDC
TO AMEMBASSY BUCHAREST
AMEMBASSY BONN
AMEMBASSY MOSCOW
AMEMBASSY PRAGUE
AMCONSUL LENINGRAD
USMISSION NATO BRUSSELS
USLO PEKING

UNCLAS STATE 231559

E.O. 11652: N/A

TAGS: OCON, BEXP, EEWT, XH

SUBJECT: EASTERN EUROPE ECONOMIC/COMMERCIAL OFFICERS'
CONFERENCE, SEPTEMBER 27-30, 1976

REF: STATE 214653; STATE 221062

WARSAW FOR CHARGE

1. AS INDICATED IN STATE 221062, CONFERENCE ORGANIZERS
HAVE BEEN PUTTING TOGETHER A QUOTE SESSION ORGANIZATION
GUIDE END QUOTE FOR EACH SESSION TO ASSIST IN CONFERENCE
PREPARATIONS.

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2. FOR BONN AND LENINGRAD. PLEASE NOTE THAT RUECKERT IS NOW RAPPORTEUR VICE NELSEN WHO HAS BEEN SHIFTED AS RAPPORTEUR TO WORKSHOP C.

3. SESSION ORGANIZATION GUIDE FOR WORKSHOP A AT 1430 HOUR ON SEPTEMBER 29 FOLLOWS:

A. AGENDA ITEM: WORKSHOP A: MARKET INFORMATION AND RESEARCH

MODERATOR: ROBERT FROWICK, PRAGUE

PARTICIPANTS: ALEX HERTZBERG, WARSAW; RICHARD SCISSORS, BUCHAREST; WILLIAM THOMAS, PEKING; THEODORE PAPENDORP, ECONAD, USNATO; HERTHA HEISS, BEWT (USSR AFFAIRS DIVISION); HOWARD KRITZER, BEWT (OFFICE OF EXPORT ADMINISTRATION); LAWRENCE LASOFF, BEWT (OFFICE OF E-W POLICY PLANNING); ALLEN LENZ, BEWT (OFFICE OF E-W POLICY PLANNING); ROGER STECHSCHULTE, BEWT (TRADE DEVELOPMENT ASSISTANCE DIVISION)

RAPPORTEUR: GEORGE RUECKERT, LENINGRAD

B. OBJECTIVE OF SESSION: THE EFFORTS OF THE BUREAU OF EAST-WEST TRADE TO PROMOTE EXPORTS TO THE NON-MARKET ECONOMY COUNTRIES, BOTH BY MEANS OF TRADE PROMOTION EVENTS AND THROUGH INDIVIDUAL COMPANY COUNSELING, HAVE BEEN HAMPERED BY A LACK OF INFORMATION ON THE NEEDS AND PURCHASING PLANS OF THESE COUNTRIES. IN AN ATTEMPT TO OVERCOME THIS PROBLEM, A MARKET RESEARCH STAFF WAS ESTABLISHED IN BEWT AT THE BEGINNING OF 1976. DISCUSSION BY WORKSHOP PARTICIPANTS OF THE TOPICS LISTED BELOW WILL ASSIST THIS STAFF, AS WELL AS OTHER USERS OF MARKET INFORMATION TO FOCUS THEIR EFFORTS.

THE WORKSHOP SHOULD SELECT, FROM THE VARIOUS TOPICS AND QUESTIONS DISCUSSED (NOT NECESSARILY LIMITED TO THOSE LISTED BELOW) UP TO THREE OR FOUR FOR REPORTING AND DISCUSSION IN THE PLENARY SESSION FOLLOWING THE WORKSHOP

C. THRUST OF WORKSHOP: TO EXPLORE FOLLOWING TOPICS AND UNCLASSIFIED

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QUESTIONS:

1) IS ANY KIND OF QUOTE MARKET END QUOTE RESEARCH POSSIBLE IN THE COMMUNIST COUNTRIES? DOES THE POSSIBILITY OF SUCH RESEARCH VARY FROM COUNTRY TO COUNTRY? FOR EXAMPLE, SOME RECENT CABLES SUGGEST THAT VISITS TO DISCUSS PURCHASING PLANS WITH FOREIGN TRADE ORGANIZATION AND INDUSTRY OFFICIALS ARE NOT PRODUCTIVE. ON THE OTHER HAND, THE RETURN-

ING DIRECTOR OF A U.S. COMPANY'S REPRESENTATION OFFICE IN MOSCOW TOLD US THAT ONE OF THE GREATEST SERVICES WE COULD PERFORM WOULD BE TO OBTAIN AND DISSEMINATE QUOTE MARKET END QUOTE INFORMATION AND THAT OBTAINING SUCH INFORMATION WAS QUITE POSSIBLE BY U.S. GOVERNMENT PERSONNEL. ARE COMPETITOR COUNTRIES PERFORMING MARKET RESEARCH IN THESE COUNTRIES?

2) ASSUMING THAT SOME SORT OF MARKET RESEARCH IS POSSIBLE WHEN IS THE BEST TIME TO DO IT FOR TRADE PROMOTION EVENTS--PRIOR TO THE SELECTION OF THE THEME FOR AN EVENT OR AFTER THEME SELECTION? HOW SHOULD THEMES BE SELECTED--BY POST OR BY BEWT (MARKET RESEARCH STAFF/TRADE PROMOTION DIVISION)? ON WHAT BASIS DO POSTS ACCEPT OR REJECT THEME PROPOSALS FROM BEWT?

3) AGAIN ASSUMING THAT SOME MARKET RESEARCH IS POSSIBLE, WHAT KIND OF INFORMATION IS IT REASONABLE TO EXPECT TO OBTAIN?

4) WHAT IS THE BEST METHOD TO OBTAIN MARKET INFORMATION? ARE VISITS BY WASHINGTON PERSONNEL EFFECTIVE IN GAINING ACCESS TO PERSONS IN FTO'S, INDUSTRIAL MINISTRIES, RESEARCH INSTITUTES, PLANNING ORGANIZATIONS AND OBTAINING INFORMATION? CAN MARKET RESEARCH BE DONE WITHOUT VISITS/INTERVIEWS IN TARGET COUNTRIES--I.E., BY DESK ANALYSES AND COMPANY INTERVIEWS IN THE U.S.? WOULD IT BE BETTER TO HIRE WESTERN MARKET RESEARCH FIRMS TO PERFORM THE RESEARCH ARE THERE LOCAL IN-COUNTRY ORGANIZATIONS THAT COULD PERFORM OBJECTIVE MARKET RESEARCH? CAN WE, OR SHOULD WE, URGE HOST COUNTRY OFFICIALS TO DEVELOP AN IN-COUNTRY CAPABILITY IF SO, HOW?

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5) IS IT POSSIBLE FOR EMBASSY PERSONNEL TO ENGAGE IN ANY MARKET RESEARCH ACTIVITIES? WHICH TYPES AND IN WHAT DEPT DOES THE ABILITY OR INABILITY TO DO RESEARCH DIFFER BY POST?

6) IN ADDITION TO THE MORE GENERAL KINDS OF MARKET RESEARCH LISTED ABOVE, THE BUREAU WOULD FIND IT HELPFUL TO RECEIVE SPECIFIC LEADS USUALLY REFERRED TO AS TRADE OPPORTUNITIES SOME POSTS HAVE BEEN QUITE ACTIVE IN DEVELOPING AND FORWARDING TO WASHINGTON SPECIFIC TRADE OPPORTUNITIES; OTHER POSTS HAVE DONE LITTLE OR NO SUCH REPORTING. WHAT ARE THE REALISTIC POSSIBILITIES IN THIS AREA? IS IT POSSIBLE/ DESIRABLE TO SET GOALS FOR TRADE OPPORTUNITY DEVELOPMENT?

7) ONCE SENT TO WASHINGTON, TRADE OPPORTUNITIES ARE FED

INTO THE TOPS PROGRAM RUN BY THE BUREAU OF INTERNATIONAL COMMERCE AND DISSEMINATED TO TOPS SUBSCRIBERS AND/OR DISSEMINATED TO SELECTED COMPANIES BY THE TRADE DEVELOPMENT ASSISTANCE DIVISION (TDAD). TDAD USUALLY LIMITS ITS INDIVIDUALIZED DISSEMINATION TO LEADS ON MAJOR TRANSACTION OR TO THOSE DIRECTED TOWARD ONE, NAMED COMPANY. TDAD'S EFFORTS IN THIS REGARD ARE SOMEWHAT DIFFERENT FROM BIC'S

MAJOR PROJECTS/PRODUCTS PROGRAM AND CAGNE'S EFFORTS IN THAT TDAD DOES NOT SEND LEADS TO LARGE LISTS OF COMPANIES NOR DO WE SEND OUT PERIODIC REPORTS ON SUCH LEADS TO DEPARTMENT OF COMMERCE FIELD OFFICES. ARE THE POSTS EXPERIENCING ANY PROBLEMS WITH THESE PROCEDURES? IS ADDITIONAL REPORTING BACK TO THE POSTS REQUIRED? ARE THE THINGS THAT WASHINGTON SHOULD BE DOING WITH THE TRADE OPPORTUNITIES THAT IS NOT NOW BEING DONE?

8) WOULD VISITS BY BEWT PERSONNEL BE USEFUL IN DEVELOPING SPECIFIC LEADS ON MAJOR TRANSACTIONS?

9) ALTHOUGH A SOMEWHAT DIFFERENT TYPE OF MARKET INFORMATION, IT IS USEFUL TO KNOW WHICH U.S. COMPANIES ARE TALKING TO WHICH TRADE/INDUSTRY OFFICIALS IN THE COMMUNIST COUNTRIES ABOUT WHICH PRODUCTS/SERVICES/TECHNOLOGY. ONE POST SENDS IN PERIODIC REPORTS OF VISITING U.S. COMPANIES AND WHAT THEY HAVE BEEN TALKING ABOUT, AS WELL AS REPORTS UNCLASSIFIED

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OF MAJOR TRANSACTIONS UNDER NEGOTIATION. SHOULD SUCH REPORTING BE UNDERTAKEN BY OTHER POSTS? ANOTHER TYPE OF MARKETING INFORMATION THAT WOULD BE USEFUL IS THAT DEALING WITH WHAT COMPETITOR COUNTRIES ARE DOING IN THE WAY OF TRADE PROMOTION IN THE COMMUNIST COUNTRIES. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EAST WEST TRADE, MEETINGS, ECONOMISTS, ATTACHES
Control Number: n/a
Copy: SINGLE
Draft Date: 18 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE231559
Document Source: CORE
Document Unique ID: 00
Drafter: REDAY:JMN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760354-0038
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760945/aaaabmho.tel
Line Count: 206
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 214653, 76 STATE 221062
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 25 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 FEB 2004 by MaustMC>; APPROVED <24 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EASTERN EUROPE ECONOMIC/COMMERCIAL OFFICERS' CONFERENCE, SEPTEMBER 27-30, 1976
TAGS: OCON, BEXP, EEWT, XH
To: BUCHAREST BONN MOSCOW MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006